



# Intel® Pentium® 4 Processor

Trademark and Logo Usage Guidelines



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# Introduction

The key to the success of the Intel® Pentium® 4 brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel Pentium brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

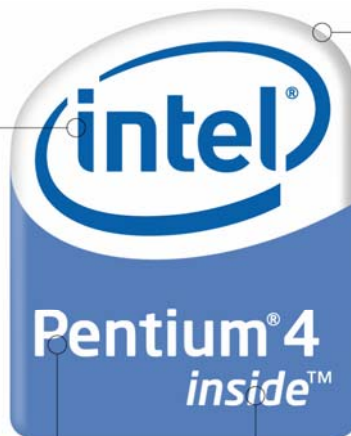
# Strategic Design

## Intel® Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo "swirl" and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

## Intel® Pentium® 4 Name

The processor name reverses to white out of the specific blue of the Pentium® 4 processor. The Pentium 4 processor Blue, Pantone® 279, provides an effective contrast and strong prominence for the white text.



## Badge Shape

A distinctive shape has been developed for Intel platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand among its competitors.

## "inside" Attribution

"inside" has been added to the lower right corner of the badge to complete the read-through from "Intel" to "Pentium 4" to "inside." It appears reversed to white from the Pentium 4 processor Blue to facilitate a smooth read-through.

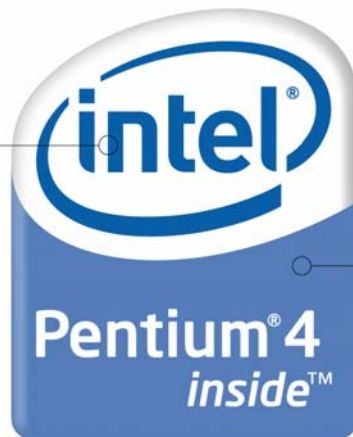
# Color Palette

The Intel® Pentium® 4 brand color palette expresses the intelligence, precision, and premium nature of the Intel Pentium 4 brand.

Use these colors as indicated here to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

Intel Blue = special match  
CMYK = 100, 40, 0, 0  
RGB = 8, 96, 168



The following color is utilized to effectively differentiate the Intel Pentium brand family from other processor brands.

Pantone 279  
CMYK = 78, 30, 0, 0  
RGB = 86, 126, 185

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

# Sizing

To maintain the legibility of the Intel® Pentium® 4 logo, minimum size requirements have been set for logo reproduction in various applications.



.5" (1.27 cm)  
wide for print

## Print Minimum Size

For most print applications, the minimum size is .5" (1.27 cm) wide.



62 pixels  
wide for online

## Online Minimum Size

A 62-pixel wide version is available for use in online applications.

# Backgrounds

Whenever possible, place the Intel® Pentium® 4 logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



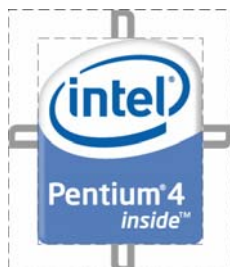
Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

# Clear Space

To reinforce communication goals and maintain the strength of the Intel Pentium 4 logo, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Pentium 4 logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Pentium 4 logo should be even and free from typography, illustration, or other graphic elements whenever possible.

# Incorrect Usage

The following are examples of incorrect expressions of the Intel® Pentium® 4 logo. Do not use these or other treatments that weaken the consistency of the brand identity.

**Do not** redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.





# Reproduction Specifications

The Intel® Pentium® 4 logo print files have been created in vector format using Adobe® Illustrator\* 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

\* Other names and brands may be claimed as the property of others.

## Artwork Formats

### Print: Process Color

Format: EPS

Colors: C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

### Web: RGB

Format: GIF

Colors: R, G, B

Available sizes: 120, 90 pixels heights;  
62 pixels width; 60 pixels height for web  
banner ad only

### Print: Grayscale

Format: EPS

Colors: K

Available sizes: 7.5", 1.25", .75", .5" widths

### Rich Media: RGB

Format: EPS

Colors: R, G, B

Available size: 1" height

### Print: Spot Color

Format: EPS

Colors: Intel Blue, PMS 221, K

Available sizes: 7.5", 1.25", .75", .5" widths

### Presentation: RGB

Format: PNG

Colors: R, G, B

Available sizes: 150, 62 pixels widths

### Print: Process with Spot Color

Format: EPS

Colors: Intel Blue, C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

# Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo and/or brand mention appear, the following footnote must also appear:

**Intel, the Intel logo, Pentium, and Pentium Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.**

The name Mobile Intel® Pentium® 4 processor should always be used in its complete form. Additional nouns that can be used following this product name are: brand, label, logo, mark, and name, such as Mobile Intel® Pentium® 4 processor logo.

The word "Mobile" is approved for use, and must be used as part of the name, only when using an authentic Mobile Intel® Pentium® 4 processor in a laptop PC.

For Mobile Intel® Pentium® 4 processor, the Intel® Pentium® 4 logo and Signature ID should be used.

## Proper trademark usage rules include:

- As with all other trademarks, the Intel® Pentium® 4 trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Pentium 4 trademark (e.g., Intel® Pentium® 4 processor). The approved nouns for the Intel Pentium 4 trademark are brand, logo, mark, name, processor(s), and trademark.
- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Pentium® 4 trademark. **Do not use any trademark symbol after the "4."**
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Pentium® 4 trademark (e.g., Intel® Pentium® 4 processor).
- Never hyphenate or abbreviate the Intel® Pentium® 4 brand.
- Never incorporate the Intel® Pentium® 4 brand or any part of the trademark into a third party's company name, product brand name, or model number.
- For products with an assigned processor number, the processor number replaces speed (GHz) in brand text mention and must follow the processor brand name (e.g., Intel® Pentium® 4 processor 5xx)
- For products that do not have assigned processor numbers, speeds should be represented in "dollars and cents" such as 2.20 GHz, 2 GHz, 1.13 GHz. The speed must be listed at the end of the entire brand name (including platform dependent brand extensions) when frequency is mentioned (e.g., Intel® Pentium® 4 Processor 2.40 GHz).

# Trademark Usage

## Examples of Intel® Pentium® 4 Processor Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Pentium® 4 processors	Pentium 4s
Intel® Pentium® 4 processor 5xx	Intel® Pentium® 4 5xx
Intel® Pentium® 4 processor 5xx	Intel® Pentium® 5xx
Intel® Pentium® 4 processor 5xx	Intel® Pentium® 4 5xx processor
Intel® Pentium® 4 processor 500 MHz	Pentium 4-500
Intel® Pentium® 4 processor-based	Pentium 4-based
Intel® Pentium® 4 processor-based computer	Pentium 4 Computer
Intel® Pentium® 4 processor	Willamette
Intel® Pentium® 4 processor power	Pentium 4 Power!
ABC system with an Intel® Pentium® 4 processor	ABC Pentium 4 system

## Examples of Intel® Pentium® 4 Processor Use:

CORRECT USAGE	INCORRECT USAGE
Mobile Intel® Pentium® 4 processor	Intel® Pentium® 4 Mobile processor

# Thank You

Proper and consistent use of the Intel® Pentium® 4 logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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